



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

IN-51901 (11-16-2011)

2012 ECONOMIC CENSUS

Libraries and News Syndicates

OMB No. 0607-0934: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

IN-51901

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - Go to **2**

0022 ☐ No - Enter current EIN (9 digits) —————>

0025 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. Box and rural route addresses are not physical locations.)

0031 ☐ Yes - Go to line B

0032 ☐ No - Enter —————>
physical
location

0035 Number and street

0036 City, town, village, etc.

0037 State

0038 ZIP Code

-

CONTINUE WITH **2** ON PAGE 2

2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?
(Mark "X" only ONE box.)

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located?
(Mark "X" only ONE box.)

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012?
(Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right

0015 ☐ Sold or leased to another corporation - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

0016 ☐ Other - Specify

0815

4 MONTHS IN OPERATION

Mark "X"
if None

2012
Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002 ☐

HOW TO
REPORT
DOLLAR
FIGURES

Dollar figures should be **rounded** to
thousands of dollars.

If a figure is **\$2,035,628.79**:

Report →

Mark "X"
if None

If a value is "0" (or less than \$500.00):

Report →

☒

2012
\$ Bil. Mil. Thou.

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X"
if None

2012
\$ Bil. Mil. Thou.

Operating receipts (Libraries and archives should report total revenue,
including contributions, gifts, and grants.) 0100 ☐

6 Not Applicable.

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **1**.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

A. Number of employees for pay period including March 12, 2012 0000 ☐

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

Mark "X" if None

2012
Number

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8-18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012?

If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

Mark "X" only ONE box.


Libraries and archives

0700 519 120 00 3 ☐ Libraries - maintaining collections of documents (books, newspapers, music, etc.) and facilitating public access and use of these collections

519 120 00 5 ☐ Archives - preserving public records or historical documents, photographs, maps, etc., facilitating public access and use of these collections

Other kind of business or activity

519 110 00 1 ☐ News syndicates - supplying the news media with information such as news, reports, and pictures

773 000 00 7 ☐ Publishers - creating/compiling works (news, articles, maps, etc.) and distributing these works to the public via print, Internet, or other electronic media - Describe type of content and media used 

0701

518 210 00 3 ☐ Data storage services, including remote backup and storage of computer data

519 190 00 3 ☐ News clipping services

519 190 00 4 ☐ Stock photo agencies

711 510 00 B ☐ Journalist, including columnist and photographer

512 290 90 2 ☐ Stock music library

CONTINUE WITH **19** ON PAGE 4

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Other kind of business or activity - Continued

0701

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales: **Report**

Estimates are acceptable.

COPY 3

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 2b - Report receipts from providing archival services for a fee, such as the right of entry or access to archives and other information.

Line 3a - Report receipts from granting permission to use news reports, articles, headlines, features, and exclusives; reprints and transcripts of news items; news photos, graphics, and film clips; and all other news and news-related content.

Line 3b - Report receipts from granting permission to use ready-to-air radio or television programs, excluding news, distributed to multiple users for broadcast on-air or online.

Line 3c - Report receipts from granting permission to use other syndicated media content, such as editorial cartoons, comic strips, puzzles, horoscopes, advice columns, and all other special-interest features.

Line 4 - Report receipts from providing a systematic search for, and retrieval of, documents, datasets, and archived copies of back issues of newspapers or other information, based on a certain criteria established by the client. Also include advice and compilation services tailored to the subject matter under investigation.

Line 5 - Report receipts from providing stock photo services, telephone-based information recordings, and all other services not elsewhere classified. These services involve either collecting and disseminating information or providing access to it on a fee or contract basis.

Line 8 - Report receipts from collecting and recording editorial coverage published in various mass media about the client or its competition ("clipping service") and preparing analysis of the coverage.

2012

Estimates are acceptable.

1. Contributions, gifts, and grants (*Libraries and archives only.*) . 36230

2. Library and archival institution services

a. Library services 36241

b. Archival institution services	36242
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c. Add lines 2a and 2b 36240

CONTINUE WITH **22** ON PAGE 5

CONTINUE ON PAGE 5

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
3. Licensing of rights to syndicated media content				
a. Syndicated news reports and related content 36251				
b. Syndicated program content, excluding news 36252				
c. Other syndicated media content 36253				
d. Add lines 3a through 3c 36250				
4. Information search and retrieval services 36260				
5. All other information services - <i>Describe type</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 36270				
6. Publishing - Subscriptions and sales				
a. Print - <i>Describe type of content</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 430px;"></div> 36290				
b. Internet publishing and broadcasting - <i>Describe type of content</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 430px;"></div> 36300				
c. Electronic and other media - <i>Describe type of content</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 430px;"></div> 36310				
7. Publishing - Sale of advertising space				
a. Print 36330				
b. Internet 36340				
c. Electronic and other media 36350				
8. Media monitoring and analysis 37706				

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CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
9. Resale of merchandise 39619				
10. All other receipts - Describe if more than 10 percent of total receipts  <div style="border: 1px solid black; height: 30px; width: 450px; margin-top: 5px;"></div> 39717				
11. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

23 and **24** Not Applicable.**25** EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer (e.g., individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

A. Did the receipts or revenue (reported in **5**) include any amounts for exported goods or services?0911 ☐ Yes - Go to line B0912 ☐ No - Go to **30****B.** Amount of receipts or revenue for exported goods or services 0914

2012		
\$ Bil.	Mil.	Thou.

26-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

☐

Yes

☐

No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report

Title

Area code				Number				Extension				Area code				Number											
-				-				-				-				-											
E-mail address												Date completed				Month				Day				Year			

Thank you for completing your 2012 ECONOMIC CENSUS form.**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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